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Amdt. dated December 5, 2008
Reply to Office Action of September 5, 2008

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-based method for identifying a product relating to a web page configured to be displayed through a first web site, the method comprising:

storing in a computer system a plurality of previously submitted queries submitted through a second web site by users of a~~the~~ ~~first~~ second web site, each of the previously submitted queries having a popularity value stored in the computer system;

receiving at the computer system content derived from a~~the~~ web page ~~configured to be displayed through a second web site~~;

using the computer system to ~~identifying~~ previously submitted queries that match at least a portion of the content derived from the web page, the identified previously submitted queries from the plurality of previously submitted queries;

using the computer system to ~~selecting~~ an identified previously submitted query based on a~~the~~ popularity value of the identified previously submitted query;

using the computer system to ~~submitting~~ the selected previously submitted query to a product search engine to identify a product that is related to the content; and

providing from the computer system information about the identified product to be displayed on the web page through the ~~second~~ first web site.

2. (Currently Amended) The method of claim 1 including identifying the product based on experience-based relevance of the product to the selected previously submitted query.

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3.   (Currently Amended) The method of claim 2 wherein experience-based relevance recognition is based on interactions of users with results of ~~similar~~ queries similar to the selected previously submitted query.

4.   (Previously Presented) The method of claim 1 including selecting product data for the identified product.

5.   (Previously Presented) The method of claim 1 wherein the content is an article of the web page.

6.   (Original) The method of claim 1 wherein the content is a headline of the web page.

7.   (Original) The method of claim 1 wherein the web page represents a web log.

8.   (Original) The method of claim 1 wherein the web page contains an instant messaging message.

9.   (Currently Amended) The method of claim 1 wherein the content is derived from information provided by an associate of a vendor web site that sells products.

10.   (Currently Amended) The method of claim 9 wherein the associate is compensated based on a user purchase of ~~an advertised~~the identified product.

11.   (Currently Amended) A computer-based method for providing information about a product to be associated with content from a first system, the method comprising:
        storing in a computer system a plurality of previously-submitted queries submitted to a ~~first~~second system, each previously submitted query having a popularity of submission value stored in the computer system;

using the computer system to identifying a previously submitted query from the plurality of previously submitted queries based on a relevance of the previously submitted query to the content from a second system and the popularity of submission value of the previously submitted query;

using the computer system to submitting the identified previously submitted query to select a product that matches the identified previously submitted query as the product to be associated with the content; and

providing from the computer system information about the selected product to be associated with the content through the second first system.

12.   (Cancelled)

13.   (Currently Amended) The method of claim 11 wherein the relevance of the previously submitteda query to the content is based on matching phrases in the content to queriesthe previously submitted query.

14.   (Currently Amended) The method of claim 11 wherein using the computer system to identify the identifying of queriespreviously submitted query involves selects selecting a relevant previously submitted query that is most popular.

15.   (Currently Amended) The method of claim 11 wherein the selecting of a product includes:

identifying products that match the identified previously submitted query;

ranking the identified products based on the experience of users who accessed results of similar queries; and

selecting a high-ranking product as the product that matches the identified previously submitted query.

16.   (Original) The method of claim 11 wherein the content is related to an article.

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17.   (Original) The method of claim 16 wherein the content is a headline of the article.

18.   (Original) The method of claim 16 wherein the content is a body of the article.

19.   (Original) The method of claim 16 wherein the content is a portion of a body of the article.

20.   (Original) The method of claim 11 wherein the content is a web log.

21.   (Original) The method of claim 11 wherein the content is an instant messaging message.

22.   (Original) The method of claim 11 wherein the content is a portion of a dynamically generated web page.

23.   (Original) The method of claim 11 wherein the content is provided by an associate of a vendor web site that sells products.

24.   (Original) The method of claim 23 including providing to the associate an advertisement for the selected product.

25.   (Original) The method of claim 24 wherein the associate is compensated based on a user purchase of the selected product.

26.   (Currently Amended) A method in a computer system for providing information relating to content of a first web page, the method comprising:

sending the content to a web service, the web service for storing a plurality of previously submitted queries, for identifying a previously submitted query from the plurality of previously submitted queries that is related to the sent content, and for selecting a product that matches the identified previously submitted query as the product to be associated with the content;

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receiving information relating to the product associated with the content; and

concurrently displaying the content and the received information to a visitor of the first web page.

27.   (Currently Amended) The method of claim 26 wherein the identifying of a previously submitted query is based on popularity of the query.

28.   (Original) The method of claim 26 wherein the received information is product data.

29.   (Original) The method of claim 26 wherein the received information is an advertisement.

30.   (Original) The method of claim 26 wherein the web service is provided by a vendor and the content is provided by an associate of the vendor.

Claims 31-37. (Canceled)

38.   (Currently Amended) A computer system for providing a query relating to content, comprising:

a popularity-based query table containing previously submitted queries submitted by users of the computer system and indications of the popularity of the queries among users;

a component that identifies previously submitted queries of the popularity-based query table that match at least a portion of content received from a sourcen external sourceto the computer system, the external source configured to display the content to users visiting the external source;

a component that selects an identified previously submitted query based on its indication of popularity as indicated by the popularity-based query table; and

a component that provides information about a product, corresponding to the selected query, to be displayed with the content through the external source.

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39.   (Currently Amended) The computer system of claim 38 including a component that submits the selected identified previously selected query to a query engine to identify information relating to the content.

40.   (Original) The computer system of claim 39 wherein the query engine is experience-based.

41.   (Original) The computer system of claim 39 wherein the information is product data.

42.   (Original) The computer system of claim 38 wherein the content is received from an associate of a vendor's web site.

43.   (Currently Amended) The computer system of claim 38 wherein the identifying of previously submitted queries includes identifying the longest phrases of the content that match a query.

44.   (Original) The computer system of claim 38 wherein the popularity of a query is based on when users purchase the product identified by results of the query.

45.   (Original) The computer system of claim 38 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

46.   (Currently Amended) The computer system of claim 38 wherein the queries are submitted by users of a web site associated with the computer system.

47.   (Currently Amended) A computer-readable storage medium containing instructions for controlling a computer system to provide product data by a method comprising:

using the computer system to generateing a popularity-based query table containing previously submitted queries submitted by users of a vendor's web site and indications of the popularity of the queries among the users;

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receiving <u>at the computer system</u> content to be displayed on an associate's web site, the associate's web site configured to <u>concurrently</u> display product data provided by the vendor <u>and the content</u>;

<u>using the computer system to</u> identify~~ing~~ previously submitted queries of the popularity-based query table that match the received content;

<u>using the computer system to</u> select~~ing~~ an identified previously submitted query based on its <u>indication of</u> popularity as indicated by the popularity-based query table;

<u>using the computer system to</u> submit~~ting~~ the selected query to identify products that match the selected query;

<u>using the computer system to</u> ~~retrieving~~ <u>retrieve</u> product data associated with an identified product; and

sending <u>from the computer system</u> the retrieved product data to be displayed with the content on the associate's web site.

48.   (Previously Presented) The computer-readable storage medium of claim 47 wherein the submitting of the selected query is performed by an experience-based query engine.

49.   (Previously Presented) The computer-readable storage medium of claim 47 wherein the identifying of queries includes identifying the longest phrases of the received content that match a query.

50.   (Previously Presented) The computer-readable storage medium of claim 47 wherein the popularity of a query is based on when users purchase a product identified by results of the query.

51.   (Previously Presented) The computer-readable storage medium of claim 47 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

52.   (Previously Presented) The computer-readable storage medium of claim 47 wherein the products are offered for sale by the vendor.

53.   (Previously Presented) The computer-readable storage medium of claim 47 wherein the content is derived from a web page to be served by the associate.

54.   (Previously Presented) The computer-readable storage medium of claim 53 wherein the associate is compensated by the vendor when a user to whom the web page is served purchases the product from the vendor.

55.   (Currently Amended) A computer system for identifying products related to content, comprising:

means for providing a popularity-based query table containing previously submitted queries and indications of the popularity of each of the previously submitted queries;

means for receiving a request to identify products related to content from an external source;

means for selecting a previously submitted query from the popularity-based query table based on the indication of popularity of the selected previously submitted query and the received content;

means for identifying products that match the selected previously submitted query; and

means for providing information about the identified products to the external source to be displayed concurrently with the content in response to receiving the request.

56.   (Currently Amended) A method in a computer system of a vendor for providing product data relating to content provided by an associate of the vendor, the method comprising:

storing at the computer system of the vendor a plurality of previously submitted queries received by the computer system of the vendor, the queries received by users of the computer system of the vendor;

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receiving at the computer system of the vendor ~~from the associate~~ a request from the associate for product data for a product relating to content transmitted to users by a computer system of the associate;

using the computer system of the vendor to ~~identifying~~ a previously submitted query among the plurality of previously submitted queries that matches the content;

using the computer system of the vendor to ~~executing~~ execute the identified previously submitted query to identify a product that matches the identified previously submitted query;

using the computer system of the vendor to ~~retrieving~~ retrieve product data relating to the product that matches the identified previously submitted query; and

sending from the computer system of the vendor to the computer system of the associate the retrieved product data.

57.   (Currently Amended) The method of claim 56 wherein the previously submitted query is identified based on the popularity of previously submitted queries among users.

58.   (Currently Amended) The method of claim 56 wherein the query is not identified based on the popularity of previously submitted queries among users.

59.   (Original) The method of claim 56 wherein the method is provided as a web service of the vendor.

60.   (Original) The method of claim 56 wherein the product data is an advertisement for a product sold by the vendor.